

## ABSTRACT OF THE DISCLOSURE

The invention provides a liquid crystal display device having a high display luminance and performs highly visibly display even in a bright outdoor environment. The invention also provides an electronic apparatus equipped with the same. A liquid crystal display device according to the present invention includes (i) a liquid crystal display panel having: a upper substrate and a lower substrate which are disposed so as to oppose each other; a liquid crystal layer sandwiched by the two substrates; an upper polarizer and a lower polarizer disposed above and below the liquid crystal layer, and (ii) a backlight (illumination device) disposed close to the rear surface of the liquid crystal display panel. The backlight includes a prism sheet which has a prism surface having a plurality of ribs, each having an approximately triangular cross-section, formed thereon close to the liquid crystal display panel, and which is arranged such that the prism surface faces in the opposite direction to the liquid crystal display panel. Also, the lower polarizer has a light diffusing layer and a reflective polarizer deposited in that order on the outer surface thereof.